



Summary

Seasoned copywriter with a passion for helping businesses with their advertising.

Experience

Freelance Creative

Director // 2025

Copywriter // 2023-Present

Clients: Studio Lekker, KLM Creative, Private Clients

- Worked with small businesses for advertising projects.
- Directed a music video.
- Taught an independent improv comedy team.
- Coached TV host for a stand-up comedy performance.
- Utilized AI to generate marketing content for a client.

BBDO

Freelance Copywriter // 2019-2020

Client: Ford Service, Mustang Mach-E

Mediums: TV, Print

- Wrote three national TV commercials for Ford Service.
- Created a unique Mach-E print ad customized for an air show.

Organic

Copywriter // 2015-2017

Clients: Subway, Tim Tam, Quaker Oats

Mediums: TV, Radio, Web, Email

- Added a fun, positive voice to Subway's weekly emails.
- Developed a skill on the Amazon Alexa for Quaker.
- Mentored a copywriter intern.

1919

Creative Assistant // 2010-2011

Clients: The Ritz-Carlton Residences Vail

Mediums: Web

- Learned fundamentals of real estate advertising.
- Worked closely with film directors on set.
- Managed and edited advertising on the website.

CBS Sports

Production Support // 2003-2004

Broadcasts: The NFL Today, NCAA Tournament

- Learned fundamentals of editing
- Learned professionalism in production.
- Worked closely with producers and talent.

Organic

Senior Copywriter // 2021-2023

Freelance Copywriter // 2020-2021

Clients: Ford, Voyager

Mediums: TV, Email

- Played a key role in winning Ford's CRM email business.
- Led an improv comedy workshop for the agency.
- Mentored two copywriters.

Madison Square Garden

Freelance Copywriter // 2017-2018

Client: The New York Rangers

Mediums: In-game advertising, Video

- Won a Bronze Clio for a social media video campaign.
- Interviewed players, alumni, and fans for feature videos.

Spring Pheasant

Freelance Creative // 2012-2015

Clients: Pizza Pro, Chandler Nichol & Sloan, Foxfire Printing

Mediums: Print, Web, Branding

- Served private clients in Delaware for three years.
- Wrote and designed various forms of advertising.
- Gained experience running an advertising business.

Grey

Copywriter // 2007-2008

Clients: Dairy Queen, Hawaiian Tropic, Canon, Smuckers

Mediums: TV, Print, Radio

- Joined a creative department led by Tor Myhren.
- Learned how to develop and present work for clients.

Creative Assistant // 2005-2006

Clients: Kmart, 3M

- Supported two Managing Partners and their team of 11.
- Learned about crafting TV commercials by editing spec ads.

FOX Sports

Production Support // 2002-2003

Broadcasts: World Series, NFL, MLB

- Assisted Joe Buck in delivering an MLB game.
- Worked closely with producers and directors.

Education

The School of Visual Arts

Film & Advertising Courses

Lehigh University

Theatre & Economics BA

Outstanding Student of the Month

Wilmington Friends School

Mathematics Award